

Title (en)

OFFERING ITEMS IDENTIFIED IN A MEDIA STREAM

Title (de)

ANBIETEN VON IN EINEM MEDIENSTREAM IDENTIFIZIERTER ARTIKEL

Title (fr)

OFFRE D'ARTICLES IDENTIFIÉS DANS UN FLUX MULTIMÉDIA

Publication

EP 2521997 A4 20130807 (EN)

Application

EP 10842750 A 20101223

Priority

- US 68373710 A 20100107
- US 2010061984 W 20101223

Abstract (en)

[origin: US2011167456A1] Disclosed herein are techniques to enable users to purchase or receive information regarding items identified in a stream output by a content output device, regardless of whether the users are previously associated with the content output device or a device that monitors the stream. With these techniques, for instance, a user watching a video stream displayed on a television may see an advertisement for an item offered for purchase. In response, the user may choose to initiate a purchase of the item from an item offering service, to add the item to a shopping cart of the user at the item offering service, or to receive information regarding the item from the item offering service.

IPC 8 full level

G06Q 30/00 (2012.01)

CPC (source: EP KR US)

G06Q 30/02 (2013.01 - EP KR US); **G06Q 30/06** (2013.01 - EP KR US); **H04N 21/2543** (2013.01 - KR US); **H04N 21/47815** (2013.01 - EP KR US); **H04N 21/812** (2013.01 - EP KR US)

Citation (search report)

No further relevant documents disclosed

Citation (examination)

- EP 0672993 A2 19950920 - NOVAK JEFFREY M [US]
- US 2009172751 A1 20090702 - ALDREY RAUL [US], et al
- See also references of WO 2011084840A1

Designated contracting state (EPC)

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DOCDB simple family (publication)

US 2011167456 A1 20110707; **US 8627379 B2 20140107**; CA 2786587 A1 20110714; CA 2786587 C 20190917; CN 102844781 A 20121226; CN 102844781 B 20160629; EP 2521997 A1 20121114; EP 2521997 A4 20130807; JP 2013516902 A 20130513; JP 2016171584 A 20160923; JP 5932665 B2 20160608; JP 6525920 B2 20190605; KR 101763971 B1 20170814; KR 20120124436 A 20121113; US 10219015 B2 20190226; US 2014109118 A1 20140417; WO 2011084840 A1 20110714

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